

# AUTOMOTIVE EXECUTIVE

JUNE 1986 OFFICIAL PUBLICATION OF THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION



## PROJECT 2000

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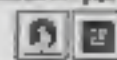
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## AUTOMOTIVE EXECUTIVE

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Cover Image by Bob  
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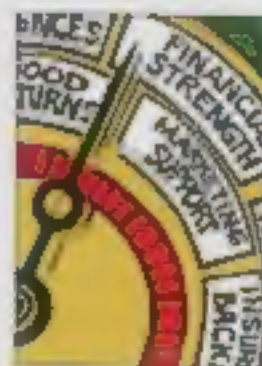
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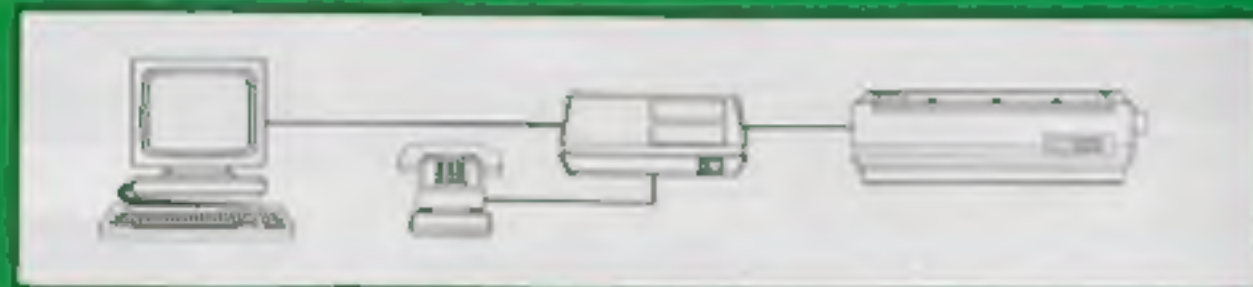
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## COMMENTARY



## The Dual Highway

**J**une marks a birthday uniquely American—the 20th anniversary of our interstate highways.

Like many Americans, this system had humble beginnings—just 4.3 miles in rural Missouri. However, at \$1,000 miles, today's network stands alone. Even the famed German autobahn extends only 5,000 miles.

Our system, 97 percent complete after 20 years, has been built on a pay-as-you-go basis. It is funded directly by highway users: from taxes on tires, fuel and vehicle sales. Of the estimated \$120.5 billion cost to complete, \$114 billion has already been collected and paid out.

Best of all, with a current balance of almost \$10 billion, funds remain to complete the entire system envisioned back in 1956, when President Eisenhower first signed the Federal-Aid Highway Act into law.

True, this system has not been built without controversy.

The legislative debates and legal battles over funding, land acquisition and condemnation proceedings, route selection and environmental legislation remain legend.

Dealers, NADA and the trucking lobby continue to seek legislative relief from the truck excise tax, calling it an unfair burden on just a single user segment of the system.

Even as debate continues, however, we should acknowledge the impact and benefits of this massive highway system on our nation's economy, business practices and markets.

Without exaggeration, it has been revolutionary.

Today, consumers enjoy goods and manufactured items shipped overnight; lives, farms and factories hundreds of miles away. For motorists, driving times and difficulties have been eased. Drivers travel on the safest highways ever built, with accident, injury and death rates far below older, conventional road systems.

Interstates, which represent less than 1 percent of U.S. highways, now carry 20 percent of the U.S. traffic load.

The system has revolutionized business practices, too.

Once restricted to key locations in major cities or business areas, office complexes and manufacturing operations are now routinely established in formerly remote areas, served by interstate highways.

The old concept of "downtown" is giving way to suburban shopping centers and the measurement of travel has now become time rather than miles. With beltways surrounding them, U.S. cities have expanded into "so-called" metropolitan areas, changing business advertising and marketing strategies and creating new employment patterns.

Auto and truck dealers are leading some of the changes themselves. High-cost showrooms in downtown areas are disappearing; new car parks and suburban dealerships are being established across the country. Dealers are moving to the market, as the market moves.

In fact, entire new strategies of auto and truck marketing, with satellite showrooms, regional service centers and even office sales locations are emerging.

Indeed, the concept of suburban shopping centers has created cultural and mass merchandising changes not previously conceived when the system was proposed following World War II.

Perhaps more than any other single modern development, the interstate highway system has given Americans true freedom of mobility. Certainly, it has provided auto and truck dealers with the greatest market in the world—a market that continues to expand, even today.

So, as you drive down the interstate next time, look at it in a different light. More than just a "dual highway," it's your market.

—Pete Lukasiak





**"The GM Protection Plan.  
It brings customers back."**

Ken Behrman, of Behrman GMC Truck, Florissant, Mo., talks about how the GM Protection Plan increases his customer's satisfaction.

"I don't think there's any question that the GM Protection Plan brings people back to my dealership. When someone needs covered service, there's no haggling. You just say, 'We'll take care of it. Here's your rental car. And that builds customer confidence."

"People feel good about having the GM Protection Plan. And they tell their friends about all the protection they've got."

"I think any dealer that's not using the GM Protection Plan is missing a great opportunity to gain satisfied customers."

Your dealership could achieve greater customer satisfaction with the GM Protection Plan. Phone your zone representative today for a participation agreement. You'll discover why, when it comes to new vehicle service contracts, the GM Protection Plan is America's #1 seller.



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## NADA 20-GROUP IDEAS

# 20 Test Drive Partnerships

**N**ot bad right the first time? is the biggest customer complaint at Don Beyer Volvo in Falls Church, VA. Don Beyer Jr. realized that his dealership's after-service quality control road tests were insufficient, so he devised a program of exit test drives that included customers as well as service personnel.

Every afternoon from 4 to 7 p.m., during the peak hours of customer pick-up, qualified service personnel from middle or higher management greet returning service customers with an answer: "I'd like to go with you on a five-minute test drive to make sure we have completely fixed all your problems." The dealership representative drives out, the customer drives back. Problems may be detected and the customer does not feel abandoned.

Testing the car together—and later fixing any problems—may improve the customer-dealer relationship. If the car breaks down a few days later, the customer may say, "OK, it broke again, but the dealership tested it with me to see if it worked properly."

Customer response to the program has been extremely positive, and technicians, knowing of the exacting test drive by management, now perform higher quality work, Beyer says.

### Fringe Benefits Plan

A novel fringe benefit salary reduction plan has been presented by Knudsen Chevrolet Co., Carle, IL. Wayne Knudsen's employees used to pay a portion of certain employee fringe benefits, such as medical insurance, and Knudsen decided to reduce the employee's salary by the total amount of the employee's contributions for such benefits. The dealership then pays 100 percent of such fringe benefits.

"Why would dealers wish to assume this added burden? In the long run, they will save money since their expenses for taxes like FICA and FUTA, which are based on salaries, may be reduced by reducing the employee's salary by

the amount of certain fringe benefit contributions, which generally are not taxable to the employee, you also may help to reduce the employee's taxes, which are based on wages. An employee's take-home pay could increase as a result. If dealer costs are reduced and employee's pay is increased, all will benefit from this plan."

### Inspection Reminders Generate Business

Ellen Gauthier of Woodward's Chrysler-Plymouth Truck, Lucas, MO, supplies a discounted service to his customers that not only builds goodwill but also generates service department business. At the close of sale, new

and used vehicle purchaser names and purchase dates are entered into the dealership's small personal computer, which is programmed to keep track of customer state inspection due dates. Reminders are mailed to customers along with coupons offering to perform inspections for \$1.

Woodward's has had an overwhelming response to the reminders, and the majority of respondents are later sold additional service work at retail prices. Since most work sold is of the labor-only type, easily performed by low-wage technicians, profitable results are achieved.

For further information about NADA's 20-group program, contact John Haglund, NADA 20 Group, 1400 Wagon Drive, Melton, TX 77651, (713) 427-7654.

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## TV Advertising Increases

**A**utomobile advertising on television increased 23 percent in 1985 over the previous year, the Television Bureau of Advertising reports.

Leading the growth were a 35-percent increase by dealer associations and a 25-percent rise in auto dealer spending, according to Broadcast Advertising Reports data analyzed by T.B. Manufacturers' television expenditures increased 8 percent.

Total estimated expenditures for automobiles in 1985 were \$1.66 billion, compared with \$1.37 billion in 1984. Spot television (guaranteed to a specific geographic market) rose up 22 percent to \$655.3 million, accounting for 36 percent of automobile TV spending, while network television's total was \$111.3 million in 1985, 64 percent of the category.

Manufacturers' TV spending in 1985, the largest part of automobile advertising, was an estimated \$1.04 billion. Dealer association TV advertising totaled \$327.3 million, and TV advertising by dealers, \$211.2 million.

### Executive Committee OKs Insurance Review

The NADA Executive Committee has authorized staff to work with the Wynn Co., an insurance consultant, to set up a nationally sponsored property, casualty and liability insurance program for dealer members.

First, specifications for a model policy for dealers will be drawn up and sent to about 20 insurance carriers. The companies that are interested will then write proposals, which will be reviewed by the staff with the Wynn Co.

The final contract will be subject to review by the NADA board. Staff members aim to have it completed by the fourth quarter of this year.

### More Four-Cylinder Cars Are Included In Fleets

Fleet managers are gradually adding more four-cylinder cars to their fleets and will continue to do so, according to a recent survey by Ransberger International.

In 1982 and 1983, four-cylinder engine cars made up 32 percent of the average fleet. In 1984, they captured 36 percent, and last year the proportion rose to 38 percent. At least one four-cylinder car can be found in 78 percent of 1985 fleets, compared with 74 percent in 1984.

A hefty 38 percent of responding fleet managers said they expect to increase the number of four-cylinder cars in their fleet this year.

"Fleet managers' prime motivation remains finding with a low-cost car—and four-cylinder means lower costs," said the Ransberger editors.

### Valvo Offers On Call, Emergency Number

Valvo Cars of North America has introduced On Call, a 24-hour-a-day, 365-day-a-year emergency phone number, offered as an owner protection plan that is standard equipment on all 1986 Valvos it distributes in the United States.

On Call provides a single toll-free number for driver assistance. It combines an extensive road assistance network with a trip interruption protection package and other

benefits. The plan applies to all 1986 Valvos, even those purchased before it went into effect May 1, for three years from the date of delivery. It also includes key recovery chains, theft records and luggage tags.

### "Saved-By-The-Belt" Program Is Launched

A new automobile safety program to encourage the wearing of safety belts has been announced by the Automotive Safety Foundation and the Highway Users Federation.

The program, called "Saved-By-The-Belt," offers a free spot pin and certificate to any person who submits a written statement describing how a seat belt saved his or her life, or helped reduce injury in a car crash.

The Highway Users Federation will use the written testimony of individuals who qualify for the award to support the national campaign for more safety belt use and to develop a record of the day-to-day lifesaving value of seat belts.

Federation safety specialists estimate that safety belts save more than 2,000 lives a year at current usage rates, which are expected to rise as more

states pass belt-use laws. Twenty-four states and the District of Columbia have passed such laws, and belt-use legislation is pending in others.

People who wish to qualify for the award should submit a brief written statement describing the circumstances of the traffic crash, including date, location and names and addresses of those involved, to Saved-By-The-Belt, c/o Automotive Safety Foundation, 1776 Massachusetts Ave., N.W., Washington, DC 20036.

### Construction Starts on BMW Office

BMW of North America Inc. has started construction of a 200,000-square-foot North American headquarters building in Woodcliff Lake, NJ.

The structure will be made of three approximately equal-sized, rectangular modules to be set in a staggered row on the 25-acre site.

"In designing this building, we've followed the same philosophy that BMW follows in designing their cars, emphasizing functional simplicity and elegance," says Herbert H. Jucker, partner of the architecture, engineering and planning consultant in charge of the project.



Architect's model of new BMW headquarters in Woodcliff Lake, NJ.

### Scrapage Is Up

Last year, as new-car registrations in the United States climbed to their highest level in six years, the number of cars scrapped hit their highest volume since 1965, reaching a total of 7.7 million, according to a report by automotive industry statistician E.L. Pike.

A Pike statistician noted that the median age of passenger cars had risen slightly to 6.9 years. The report also stated that the 2.4-percent growth of the nation's passenger car population was the second highest since 1977-79, with only the 1980-81 period exceeding it.

### AAA Issues Checklist

Dealers and sales managers may want to take note of a new Car Buying Checklist from the American Automobile Association that lists several categories of design features and equipment options customers should consider when shopping for a car.

The categories are crash avoidance, crash readiness, comfort/convenience, security and utility. Equipment and design features in the checklist include halogen headlights, steering-mounted horns, right outside mirrors, and amber four-way flashers in the crash avoidance category. Crash-readiness safety equipment to look for are rear seat shoulder belts, childproof rear door locks and rear seat head restraints.

Comfort and convenience items include shoulder belt position, folding rear seat, power door locks, front seat windows and roll-down rear windows, lockable equipment

includes a large cover on a handbrake model, locking remote trunk release and separate keys for ignition and door locks.

Utility features are a warning buzzer if headlights are left on, a full size spare tire and a statement of the vehicle's weight capacity on the tire inflation label.

The AAA estimates that 75 percent of new-car buyers never test-drive a car before signing up to buy one.

### Tricon, IBM Agree

Tricon Automotive Dealer Systems Inc. has signed a long-term, exclusive master agreement with International Business Machines Corp. to market Tricon's Automobile Dealership Management System in the United States and Puerto Rico. Tricon also will provide training, service, installation and software license and support to the IBM users.

IBM also agreed to a non-exclusive contract that allows Tricon to market the system outside of the United States and Puerto Rico.

### NADA Used Car Guide Offered On Computer

Not everyone knows that the NADA Official Used Car Guide is available on computer and is used in that form by state and local governments, insurance companies, and the fleet and rental car industry.

Called the NADA Valo Guide, the software system was originally developed to help state and local taxing authorities to assess automobiles and light duty trucks. It works both on online systems, on a computer's own IBM main-

frame computer, and batch systems.

The vehicles valued are identified by using the Vehicle Identification Number, the Vehicle Make Code and the last two digits of the vehicle model year. The software system then gives the average trade-in (wholesale) value, the average retail value, the average loan value, the vehicle weight and the manufacturer's suggested retail price, just like the guidebook.

The Valo Guide offers 15 years of used vehicle values in nine regional editions. The system, produced by NADA for those years, is expected to be used soon by banks and other auto-related industries.

NADA still are developing a new system that can be used by dealers. Dealers can now get a list of current book values from the Valo Guide by providing a computer tape with the required information.

### NADART Fund Returns 5 Percent for Quarter

The NADA Retirement Trust reports that the NADART Fund had a return of 5 percent for the first quarter of 1986. For calendar year 1985, the Fund returned 14 percent. The 1986 calendar year return is expected to compare favorably.

The NADART Fund, with assets of \$708 million, is the primary investment vehicle for NADART profit-sharing, pension and 401(k) retirement plans. More than 81,000 dealership employees participate.

The Guaranteed Fund, exclusively for voluntary deposits of NADART plan participants, has a fixed return determined annually by the Board of Trustees. The return for 1985 is 11.5 percent. The Fund can be used for after-tax, savings-type deposits, or for pre-tax IRA-like deposits.



Bob Moody (right), chairman of the public relations and communications committee, presents a \$25,000 check from NADA to Jerry Sachs (left), head of the TEAM (Techniques of Effective Alcohol Management) project to combat drunken driving. James Caplinger, NADA first vice president, looks on. TEAM is directed chiefly at patrons of major sporting arenas, such as the Capital Centre in Washington, DC, of which Sachs is president.



**Project  
2000**

# Anticipating the Franchise System's F.U.T.U.R.E

**C**hange is the driving force behind *Project 2000*, and the panel NADA President Jim Woulfe has named is ready for it. As one panel member said, it's clear that some major changes will be made in the next several years, and dealers should have a voice in shaping the future.

One immediate cause for concern expressed by some panel members interviewed by *Automotive Executive* is the trend toward larger and larger dealerships. That is not something to worry about in itself, except to the extent that it happens at the expense of small stores. Ideally, the move toward consolidation will simply mean that a dealer has to do a better job of satisfying customers to survive—but the ideal rarely occurs in the business world.

Members of the panel agree that the goal of *Project 2000* is definitely not to preserve the status quo. Change is needed, they say. The panel member representing the truck industry says bluntly, "The present system isn't working."

The franchise system is the basis for many of the questions to be asked. Woulfe set forth five four points he sees as the goals of *Project 2000* in a recent

speech before several local associations: "to analyze the franchise system to see what is working, to study options for strengthening what is good about this system and for correcting what may not be so good, to decide priorities for a deliberate program of activity, and to act in a decisive manner and get the job done."

In the same speech Woulfe set forth what he sees as the main questions dealers should ask to make *Project 2000* work.

- What do you see as major threats to the franchise system?
- What do you see as the system's principal assets and strengths?
- What do you see as opportunities we should capitalize on?
- What new programs or changes in NADA's current programs are needed for long-term improvement of the franchise system?
- What actions should we take this year?

The task force consists of 14 members—11 dealers, one representative of the Automotive Trade Association Executives and two top NADA staff members. Woulfe says dealer members were selected from a large number of

nominees based on experience, dealership size, geographic location and types of makes sold.

"These individuals are active in their dealerships, communities and industry," Woulfe says. "They represent the finest ideals of commitment and forward-thinking in auto and truck retailing. They will be the catalyst for this long-term NADA undertaking."

The *Project 2000* task force held its first meeting in late May. Agenda items under consideration included franchise agreements, customer satisfaction, employee training and retention, dealer-manufacturer communications, advertising and sales practices, government regulation, real estate trends, distribution practices and computers.

Everyone on the panel has different ideas about how to address the future. But they have one trait in common: a sense of excitement. Each dealer is looking forward to the challenge of trying to predict, and shape, the future.

There's no question it's a challenge. As one panel member says, few could have known today's situation 15 years ago. But it's clearly a good idea to reach for a greater awareness of what lies ahead.



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**James Woulfe**

"The only way to assure and enhance the future of the franchised system is to work together with the manufacturers in a true partnership to serve customers' needs," says NADA President James Woulfe. "We can learn from each other and make each other better."

*Project 2000* will be NADA's mechanism to reinforce dealers' role in the future, Woulfe says. "It will sound out domestic and import friends who their true partners are in this dynamic business of making and selling cars and trucks. We will look at every industry and government action with one question in mind: Does this help or hinder the franchised system's ability to satisfy customers?"

Woulfe says dealers have to do a better job of considering auto industry commentators who say the dealer of the future is going to be a computer and a telephone. "They're not only shouting from the hip, they're saying the current franchise system isn't working. And that's dead wrong."

"Manufacturers have investigated alternatives to the franchise system and rejected them—some because they failed, some because they won't work, and some because the current system works better than these so-called 'clean sheet' approaches. *Project 2000* will contribute to an evolving, stronger franchise system, countering those who would assume that system away."

President of Shattuck Ford-Chrysler-Plymouth in Dublin, CA, Woulfe is a longtime industry advocate. He has represented Northern California on the NADA Board of Directors since 1970, serving as secretary and regional



vice president. Committee work includes time on the Guide Book, convention, membership, management and industry relations committees.

Woulfe started in the industry in 1946 as a clerk with Ford Motor Co. He served as zone manager for seven years, then switched to the retail side in 1963. In 1965, he bought part interest in a dealership, and in 1969 took it over.

Active in the Northern California Motor Car Dealers Association, Woulfe has served as president, vice president, secretary and treasurer. He has also served two terms as president of the Ford Dealers Advertising Association for the San Jose district.

**John Williamson**

John Williamson is undoubtedly the paid member who sold the most cars last year. He is chairman of the board of Key Royal Automotive Co. in Birmingham, AL, which operates 23 dealerships in nine states, employs 1,800 people and sold 27,000 vehicles in 1985. With such a large stake in the automotive business, it's no wonder he's interested in the industry's future.

"Our business is going through such a change now," Williamson says. "It's going to be more competitive in the next 10 years than ever before. Every company in America can make more cars than Americans can buy, so there's going to be an overcapacity."

"It's going to be similar to Europe. The top six manufacturers there, as a group, haven't made money in the last 10 years."

Williamson got his start in the auto industry working part time at a General Motors parts department warehouse



while in college in Birmingham. After graduation he became a car salesman at a GM dealership there. He had a brief stint as a district manager with Chrysler in the 1940s, then re-entered the retail side of the business as a sales manager.

In 1960, Williamson began a management consulting business, now known as Williamson, Merrill, Taylor and Darling. In addition to consulting, the firm also specializes in organizational development and marketing services for companies worldwide. Williamson is active in both the consulting firm and Key Royal.

He also serves as vice chairman of the board of directors of CARS Inc.—Computerized Automotive Reporting Service—which provides dealers with a retail-oriented system of automated inventory control, accounting, management reporting and leasing accounting. Williamson helped form CARS in 1984.

As to whether he considers chain dealerships like his to be the wave of the future, Williamson says he expects more people will own more dealer ships, but there still will be room for small dealerships—"if they're good."

He believes it is the role of *Project 2000* to help dealers prepare for the increased competition of the future.

**John Falt**

John Falt says he has a vested interest in the future of the franchise system because as a small dealer—he sells about 500 new and used cars a year—his very survival is threatened.

Asked how many cars his dealership, John Falt Co. in West Union, IA, sells annually, before telling you, he says,

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"Don't laugh." Perhaps that is the response he has come to expect, but as he points out, "In the past, the little guys who sold 200 to 300 cars a year were the backbone of the franchise system." Now, the goal for the manufacturers of doing business with the small dealer is just too high.

Selling cars is in Falt's blood, and it obviously runs deep to say these things. He is the third generation of John Falt to be a GM dealer in northeast Iowa continuously since 1913.

"My son, the fourth generation, is now a banker in Chicago because of my sins," he says.

Falt has used the advantages of being a prominent figure in a small, rural community where everyone knows everyone else. He has received 98 percent in both the Pontiac and Oldsmobile customer satisfaction index since 1981.

He says his customers' "continued goodwill and repeat business is our most important asset. It is this owner loyalty that has helped us through recent difficult years."

Falt started in the auto business at age 12 cleaning used cars, and sold his first car at 15. He had a brief stint distributing cars for Cadillac before becoming part owner of Falt Motor Co. in Postville, IA. He became president of John Falt Co. in 1966.

Falt, a Time Magazine Quality Dealer Award winner, started the Fayette County Dealers Association and is the immediate past president of the Iowa Automobile Dealers Association. He has also been very active in community organizations in West Union, serving as vice president of the Chamber of Commerce, president of the Industrial Development Corp. and vice president of the school board, among others.

#### Frank Morsani

As one of the more prominent auto dealers on the national scene recently—he finished a year's term as chairman of the board of the U.S. Chamber of Commerce in May—Frank Morsani brings a breadth of experience to the Project 2000 panel.

He is also a very successful auto dealer. Precision Enterprises Inc., in Tampa, FL, of which he is president, operates seven dealerships, which together sell 8,000 to 10,000 new and as many used vehicles annually, generating sales of \$180 million.

Morsani has worked on both the manufacturer and the retail end of the auto industry. After graduating from Oklahoma State University, he joined Ford Motor Co., working in its Lincoln-Mercury district sales office in Jacksonville, FL. He became zone manager, then switched to the retail side, working in dealerships in Florida, California and New Jersey. He managed departments at first, then dealerships, and learned about both the service and business aspects of the business.

In 1971, Morsani bought a Toyota and a Mercedes-Benz dealership in Tampa, and nurtured them along to the successful point where they are today. He is also chairman of First Tampa Capital Corp., a small business investment company he started under a federal program.

Morsani is deeply involved in local and national affairs. Besides his Chamber of Commerce work, he was a delegate to the White House Conference on Small Business and a member of the U.S. Small Business Administration Advisory Council. Closer to home,

**"We will look at every industry and government action with one question in mind: Does this help or hinder the franchised system's ability to satisfy customers?"**

he is a member of the Hillsborough County Aviation Authority and president of the Tampa Bay Baseball Group, which seeks a major league baseball team for the area.

Morsani has been honored with the American Import Automobile Dealers Association Outstanding Import Car Dealer in the U.S. Award, Sports Illustrated's Import Automobile Dealer of Distinction prize and Time Magazine's Quality Dealer Award.

He is pleased with the prospect of being part of a long-range planning committee such as the Project 2000 panel.

"To keep any business on the leading edge of change, a group of this type can be very helpful," he says. "I joined the panel because I have respect for what NADA has accomplished and the services it provides."

He believes the panel should address two levels of questions: those about NADA and those about manufacturers. In the first, he includes changes in the organization and structure that would make the association more effective. By the second, he means what's going to happen in the automotive retail industry, and how the changes will affect the manufacturer.

"I can bring a different perspective to the panel because of my involvement on a broad base over the last several years, both nationally and internationally," he says.

#### John Polanka

John Polanka, one of the leading dealers in the Washington, DC, area, has spent his entire career thinking about the future of automobile retailing. A popular workshop speaker, Polanka addressed



the subject in depth at the 1984 NADA Convention in a presentation called "Successful Dealership Management in the 1990s and 2000s."

"You can't afford to rest on past achievements in a business that changes like this one," says Polanka, president of Polanka Oldsmobile GMC Inc., Polanka Imports Inc., Polanka Auto Leasing Inc. and Polanka Properties Inc., Marlow Heights, MD. "I prefer to

keep my eyes on what's down the road so we can meet changing demand."

No stranger to industry affairs, Polanka has been involved in a number of forward-thinking projects. In 1971, he helped start the National Institute for Automotive Service Excellence (ASE), a non-profit organization that tests and certifies auto mechanics. Over the last 15 years, ASE has certified more than 170,000 technicians in the United States. Former director and chairman of ASE, Polanka currently serves as chairman of the board of trustees of the National Automobile Technicians Educational Foundation, an ASE affiliate that certifies automotive vocational schools nationwide.

Polanka also is a longtime NADA supporter. He served on the association's board of directors from 1971 to 1979, and was president in 1976.

Polanka is a second-generation auto dealer, continuing the business founded in downtown Washington in 1915 by his father, Frank. John Polanka joined the dealership in 1949, after graduating from Princeton with a bachelor's degree

in economics. He assumed the presidency in 1959 upon the death of his father, and moved Polanka Oldsmobile to Marlow Heights in 1967. In 1979, Polanka was selected as the Time Magazine Quality Dealer of the Year.

Despite his outside involvements, Polanka says he is a "very active dealer. I work six days a week, and am very close to my business. I know what's happening in the trenches."

Polanka says Wouffe's Project 2000 is an "excellent idea, because it will bring manufacturers and dealers closer together in looking for solutions to common problems. We need more dialogue. Sometimes we forget our basic interest is the same: customer satisfaction."

"That's the real underpinning of Project 2000. First and foremost we have to consider the customer."

"Everything we and the manufacturers do—the way we sell cars, service them, locate our facilities and merchandise—has to have customer satisfaction as its goal. Otherwise, our business will face more serious problems than service programs."

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**Gary Rippentrop**

Gary Rippentrop, although he has been in the automotive business for 23 years, brings a somewhat different perspective from the other panel members. He has never been a dealer. But having held the top position in the South Dakota

and Minnesota automobile dealers' associations, he knows the viewpoint of state associations and has extensive experience working with state governments. Rippentrop, currently executive vice president of the Minnesota Automobile Dealers Association (MADA), is the Automotive Trade Association Executive representative on the panel.

Rippentrop got his first job with the auto industry right out of college, becoming assistant manager of the South Dakota Automobile Dealers Association in 1963. Four years later, he became the association's executive vice president and served in that capacity until 1970, when he took that position with the Minnesota association.

Like many dealers, Rippentrop manages to find time to become involved in activities outside his primary job as ATAE executive. He is the ATAE chairperson in NADA's Government Relations Committee, a director for the Minnesota Society of Association Executives, chairman of the Minnesota Highway Users and president of his church

men's club.

Rippentrop expressed his enthusiasm about *Project 2000* in a telephone interview. "It's an excellent opportunity for NADA—and for me personally, for MADA—to look at what will be happening in the future," he says. "We will be studying what dealers can do to improve service, to improve their relationship with manufacturers and with customers."

"I hope I can provide input about what dealers need on the state level. I'll be able to talk about things from the government end of it, from the factory end of it. I've been highly involved in political campaigns here, and helped negotiate the franchise law in Minnesota several years ago."

**Robert Mallon**

Robert Mallon is no stranger to industry and community boards, and you might say that planning is one of his specialties. He is the founder of NADA's Accessibility and Charitable Initiatives, and has taken leadership positions in numerous community organizations in the Tacoma, WA area.

Mallon is president of Mallon Ford Inc. in Tacoma and the NADA director for Washington and Alaska. He started out sweeping floors in a dealership as a summer job, and has spent the years since then becoming ever more deeply involved in the auto business. He is past president of the Tacoma New Car Dealers and the Washington State Auto Dealers Association, and has been an NADA director since 1972.

Mallon is a former president of NADA, and has served on the association's industry relations, government relations, educational affairs and housing committees. He was a 1970 TMAA winner.

Mallon's involvement in community activities is at least as broad as his industry interests. He is the past district governor of Rotary International, past chairman of the board of St. Joseph Hospital, acting chairman of the board of trustees of St. Martin's College, past president of the Tacoma Better Business Bureau and campaign chairman for United Way of Pierce County.

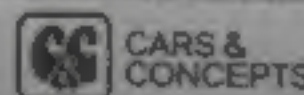
With so much committee time on his record, it is no surprise to see him on the panel that will grapple with major

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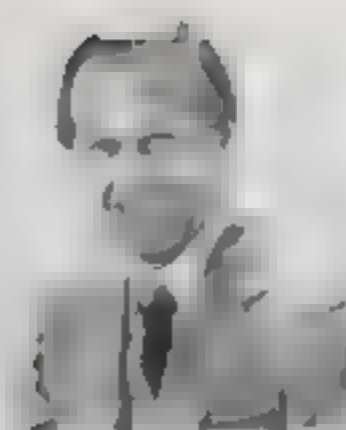
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### Executive Summary

skills and new experience. *Phyllis Zee* will anticipate

Toyota and Volvo at his dealership. He was a *Time* Magazine Quality Dealer Award winner in 1976 and a Northwest Institute Dealer of Distinction in 1984 & a member of the board of regents of Marymount University in Los Angeles. He has always placed great importance on education.

For a long time I've worked with



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definitely will be a matter of six or seven years. There is even some speculation that dealers will get so large they may go public."

He sees a potential in the drive by manufacturers to acquire non-aerobically hazardous such as oxygen tanks and aerospace components.

"If the manufacturers are saying, 'We can't make it in the auto industry alone, then auto dealers ought to take a hard look at what kind of adjunct businesses they might take on,' Strauss says.

Satellite lubrication centers, tire retreading centers, and leasing and rental—not just of cars and trucks, but of boats, planes and computer equipment—are

...the Ford National...

and New Lot Headers (over-  
sight and the General Header  
Action Committee, among others).

Richmond community, serving on the boards of United Way, James Madison University, the Racial Merit Award Association, Johnston Willie Hospital and the Bank of Virginia. Suriano is a past chairman of the Metropolitan Richmond Chamber of Commerce, former executive vice president of the Arts Council of Richmond and former director of Richmond's Better Business Bureau.

Even with so much of his energy channeled into the community, "Straps

"Every aspect of our business is becoming much more professional. Computers revolutionized the way we market and service our products. The business demands new management skills and new expertise. *Project 2000* will anticipate these changes."



Frank McCarthy and John J. Ferman

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By Gary James

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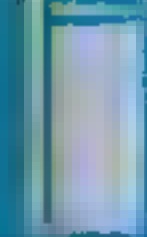


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[illegible]

**J**ack Price, 44, is a computer consultant. He has the

**WHEN IT  
COMES  
TO BEING  
THE BEST,  
THERE ARE  
NO GREAT IMPOSTORS.**

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18.11% to 19.11%

20.11% to 21.11%

22.11% to 23.11%

24.11% to 25.11%

Ford Parts and Service Division

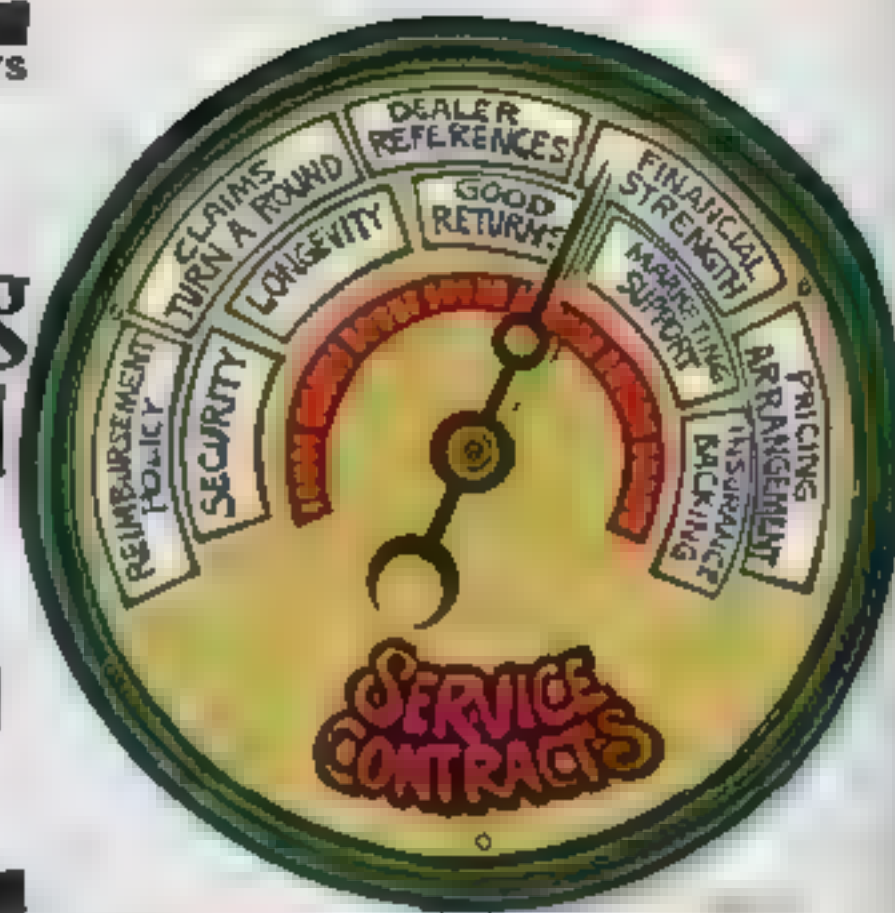


Circle 415 on Reader Service Card



# Looking Beyond The Bottom Line

**C**hi mi ha detto che non c'era  
nessuno che si occupava di  
questo. Ma io ho visto che  
c'era. E ho visto che era  
un uomo che sapeva quello  
che faceva. E ho visto che  
era un uomo che aveva fatto  
molte cose. E ho visto che  
era un uomo che aveva fatto  
molte cose. E ho visto che  
era un uomo che aveva fatto  
molte cose.

[illegible]

1. The first step is to identify the problem. This involves understanding the current situation and the goals that need to be achieved.

2. The second step is to analyze the problem. This involves breaking down the problem into smaller, more manageable parts.

3. The third step is to develop a plan. This involves determining the steps that need to be taken to solve the problem.

4. The fourth step is to implement the plan. This involves putting the plan into action.

5. The fifth step is to evaluate the results. This involves determining whether the plan was successful in solving the problem.

It is possible that the results of this study may be influenced by the sample size and the duration of the study. The sample size was relatively small, and the duration of the study was relatively short. Therefore, the results of this study may not be generalizable to other populations or to longer-term outcomes.

1. The first part of the document is a list of names and their corresponding addresses. The names are: John Doe, Jane Smith, and Bob Johnson. The addresses are: 123 Main St, 456 Elm St, and 789 Oak St.

[illegible]

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Nationwide*

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PAYMENT OF CLAIMS**  
instant credit to repair agency  
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The water own service department is a part of the \$500,000 in required reports.

**MIA Service Contracts**  
are backed by **Industrial Indemnity Company**, part of the **Cumis & Foster** organization.

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It found many of the  
debtors in our business  
and \$5555

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Exhibit 1.26: 2006 and 2007 Service Calls







## "Best of All Worlds"

**W**hen service contracts have been on the market since the late 1950s, they only became a major industry in the mid-1970s. The industry's growth can be attributed to the concurrence of the manufacturer's decision to step away from extended warranty programs and the average car owner's tendency to hold on to his car longer. These factors created a vacuum in the service market that the independent service companies quickly filled.

The dealer found himself in the best of all worlds, says Harvey Tighe, American Warranty Corp. president.

It kept his customers and gave him another source of revenue. He didn't need to worry about it.

For many years, he has been the main reason why his customers have stayed with him.

General Motors Protection Plan (GMPP) in 1979, GM had covered more than 4 million service contracts. Last year alone, GM sold 1.3 million service contracts.

"The car has picked up every year," says A. Thomas, executive director of merchandising for GM and the GMPP director. "We're already seeing a 5% percent increase in service contract sales this year over last."



### Rating the Relationship

When a warranty is sold, the dealer has a choice of whether to sell the service contract company or to sell it to an insurer. It is a sign that

Tighe says United Equitable's ownership solves a big problem between the

Independent or Manufacturer? As the distributor and insurer, the

## Checklist for Comparison

**D**ealers can be too careful when selecting a service contract program, says NADA Vice President J. Horton. "They have to

be sure they are getting the best service contract program available."

### To select dealers

- Why do the dealers favor it?
- How quickly are claims paid?
- What is the frequency of new claims?
- How good is the company's agent at handling dealer relations?
- Is a program of claims?

### To the insurance company

- How quickly are claims paid?
- What is the frequency of new claims?
- How good is the company's agent at handling dealer relations?
- Is a program of claims?

## HOLE IN ONE INSURANCE

Low insurance premiums

SHOOTING, BASKETBALL AND FISHING PROMOTIONS AS AVAILABLE

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**MAYBE THEY CAN'T CUT  
THE BUDGET AND STILL  
GET ALL THE JOBS DONE,  
BUT YOU CAN.**



Look at what you're able to do

**ROTARY'S  
SYSTEM  
5000**  
MADE IN THE U.S.A.

Put your money where your help is.  
Rotary's System 5000

Circle 17 on Reader Service Card

# PROMOTING YOUR BODY SHOP ATTRACTS BONUS BUSINESS

By Dave [illegible]

**I**n the past few years, the automotive industry has seen a significant increase in the number of body shops. This is due to a variety of factors, including the increasing number of vehicles on the road, the growing demand for custom paint jobs, and the increasing number of accidents. As a result, body shops are becoming more competitive than ever before. To stand out from the crowd, body shops need to find ways to attract bonus business. One of the best ways to do this is by promoting your services. This can be done in a variety of ways, including advertising in local newspapers, radio, and television. You can also promote your services by offering discounts to customers who refer new business to you. Another way to attract bonus business is by offering a variety of services. For example, you could offer custom paint jobs, interior detailing, and window tinting. By offering a variety of services, you can attract a wider range of customers and increase your revenue.

**Know Your Customer**  
As you have been doing

As you have been doing, you should be able to identify your target market. This is the group of people who are most likely to use your services. Once you have identified your target market, you can tailor your marketing efforts to reach them. For example, if your target market is young people, you might want to advertise in magazines or on the radio. If your target market is older people, you might want to advertise in newspapers or on television. By knowing your customer, you can create a marketing plan that is effective and efficient.

**Set A Budget**

Once you have identified your target market and created a marketing plan, you need to set a budget. This is the amount of money you are willing to spend on marketing. It is important to set a budget that is realistic and achievable. If you set a budget that is too high, you may not be able to afford it. If you set a budget that is too low, you may not be able to reach your target market. By setting a realistic budget, you can ensure that your marketing efforts are effective and efficient.

**Keep Score**  
As you have been doing, you should be able to keep track of your marketing efforts. This is important because it allows you to see what is working and what is not. If you are not keeping score, you will not be able to make any adjustments to your marketing plan. By keeping score, you can ensure that your marketing efforts are effective and efficient.

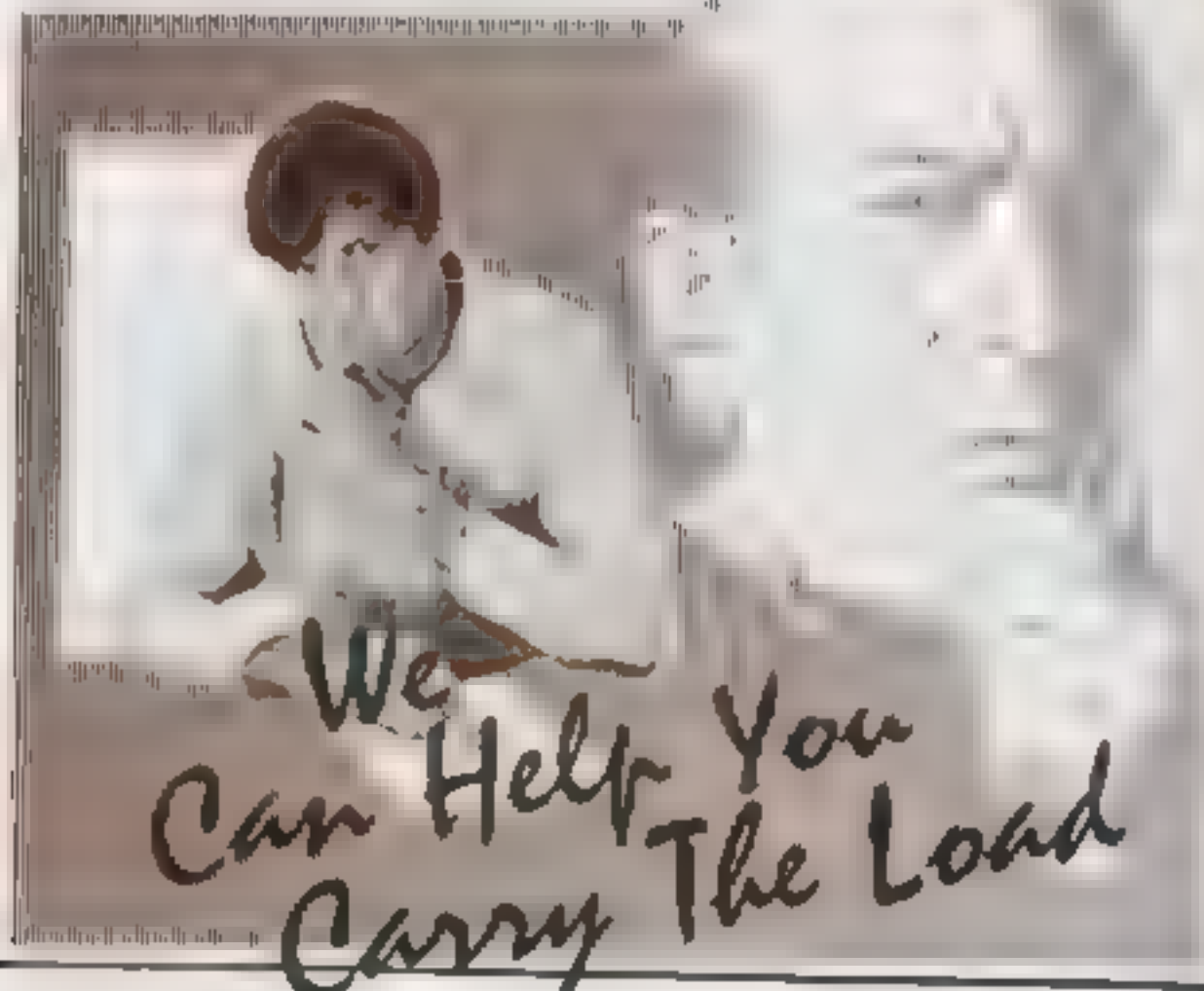
**At Shop Promotions**

As you have been doing, you should be able to offer promotions to your customers. This is a great way to attract new business and increase your revenue. Promotions can be offered in a variety of ways, including discounts, free services, and contests. By offering promotions, you can ensure that your customers are getting the best value for their money.

See A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z



## Dealer Candidate Academy



Training a successor isn't easy. And with all the responsibilities you face, that one can easily get put off.

But not training a successor can be a very costly mistake. A miss you plan to live forever. Or sell your dealership.

At NADA Dealer Candidate Academy, we pride ourselves on being the best. And that includes

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DEALER  
CANDIDATE  
ACADEMY

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It's usually worth taking a potential customer on a brief tour of your shop's repair and painting facilities, focusing on your equipment.

... answer the phone  
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... equipment was  
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... minutes.

... painting  
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... equipment

... In addition, you can  
... in giving a "total dealer"

... A well-to-do  
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### Advertising Opportunities

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### Special Promotions

... Since then, shopping mall exhibits,  
... car shows and trade fairs all provide  
... excellent opportunities for you to let  
... people see the kind of work your shop can perform.  
... From dealer. More than thirty most  
... of your new business referrals come

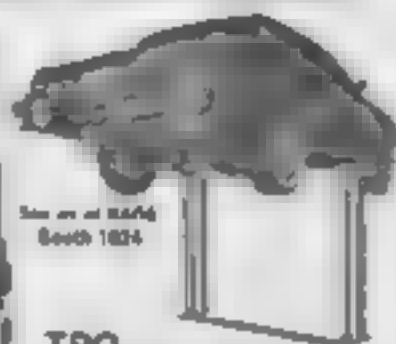
## BODY SHOP PROMOTIONS

...in home to insure these groups better about your operation. Street numbers may make it difficult to find the location of the shop.

## Benwil For the shop that demands the best.

### In-Ground

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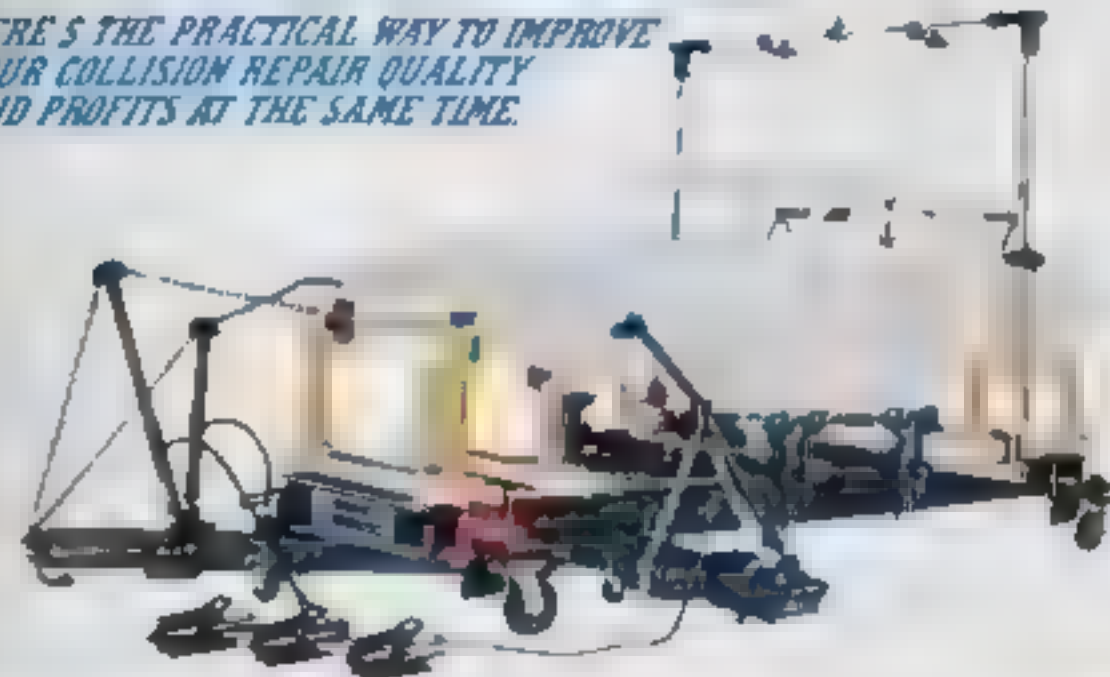
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YOUR COLLISION REPAIR QUALITY  
AND PROFITS AT THE SAME TIME.



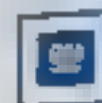
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### Continental Collision Repair Systems

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- The book is a great reference tool.
- The book is a great reference tool.
- The book is a great reference tool.
- The book is a great reference tool.
- The book is a great reference tool.

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Circle #62

Ford Motor Co. Rotunda Equipment

Circle #63

Krausinger Manufacturing Co. Inc.

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General Motors Dealer Equipment

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Grabber Manufacturing Co. Inc.

Circle #66

Merck-Pfeizer Corp.

Circle #67

Kansas State

# YES

Yes, our polishing machine can add from \$60,000 to \$200,000 of "found" profits.

Turn your car centers into profit centers. Along with this \$40,000 state-of-the-art polisher, we provide 100% free maintenance, including all parts, labor and supplies.

**"No capital investment."**

We make no additional money and you sell the vehicle. So you save on labor while cash-flow profits disappear.

Say "YES" and we'll install this profit-making polishing machine in your dealership. The results will show in your bottom line.

For more information, phone 1-800-425-3525, in Illinois 1-312-985-2400.

Or complete the attached coupon and mail to: H.P. Inc., 12 Korte Blvd., Oak Brook, IL 60521. A wholly owned subsidiary of Danbert Industries, Inc.

\*Dealership to provide the necessary electrical wiring and compressed air outlets and pay a nominal shipping and installation fee.

Yes, I'd like more information regarding the free video presentation, literature and information.

## ARMOR POLISHING

Call or write for your free information

1-800-425-3525  
In Illinois 1-312-985-2400

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## BODY SHOP BUYER'S GUIDE

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Wheel alignment equipment for passenger cars and trucks, body repairs, wheel balancing equipment. **Circle #26**

**Keith Edge Inc.**

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Minneapolis, MN 55412

Wheel alignment equipment for passenger cars and trucks, body repairs, wheel balancing equipment. **Circle #26**

**Marshall Equipment Co.**

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Minneapolis, MN 55412

## INSTANT SHOP PROFITS

DO YOU WANT TO INCREASE YOUR CUSTOMER PAID SHOP LABOR BY \$500 TO \$800 PER TECHNICIAN PER WEEK?

**GUARANTEED!!!**

FOR A FREE SAMPLE CALL KEN PLETZ TOLL FREE 1-800-424-3888 EXTENSION 1250 OR SEND YOUR BUSINESS CARD TO:

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Paulsen Universal Bench  
Paulsen Equipment Sales Inc.  
1000 N. 10th St.  
Minneapolis, MN 55412

**Indicator Inc.**

1000 N. 10th St.

Minneapolis, MN 55412

Wheel alignment equipment for passenger cars and trucks, body repairs, wheel balancing equipment. **Circle #27**

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Minneapolis, MN 55412

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Paulsen Universal Bench  
Paulsen Equipment Sales Inc.  
1000 N. 10th St.  
Minneapolis, MN 55412

**Indicator Inc.**

1000 N. 10th St.

Minneapolis, MN 55412

Wheel alignment equipment for passenger cars and trucks, body repairs, wheel balancing equipment. **Circle #28**

**Marshall Equipment Co.**

1000 N. 10th St.

Minneapolis, MN 55412

Wheel alignment equipment for passenger cars and trucks, body repairs, wheel balancing equipment. **Circle #28**

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Simply fill out the attached postcard. Circle the numbers which correspond to the advertisements and items mentioned in this issue.

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| 61       | Adams      | 24   | 80       | Adams      | 24   | 100      | Adams      | 24   |





over you are using. This layout also allows for controlled growth in the changing size and shape of the inventory.

Employee morale will improve because of the easier day-to-day operation of the department. Fast-moving parts properly placed will expedite service to technicians. Counter personnel will increase their productivity—a big concern with the increasing cost of personnel.

It is important to eliminate some of the problems encountered by the parts people who service many people each day. Instead of wasting time searching for something, they can be more productive selling something they can readily find and bring to the counter or wholesale door outlet.

Dealers are often ready to expand

their facilities, but many parts department needs are nowhere near maximum utilization for their present space footage. Once a department is "disorganized" into efficiency, it may actually have an excess of square footage. There may even turn out to be space for future expansion within the existing walls.

A properly run parts department also will improve your dealership's image. Technicians will want to work in your service department. Your service department's production levels will go up and your customers will be happier because their cars will be fixed the first time and they won't have to return for an "ordered" part.

When we look to improve technician productivity we usually ignore the parts department's effect on it. The techni-

cian who stands in line at the parts department counter waiting for a part is a very expensive individual to have idle. Sometimes a part is ordered that you may have in stock but cannot find. The do-it-yourself customers demand fast service such as they get at the discount stores. Your counter people must be able to answer questions and work here to face with these people as much as possible to establish and increase this profitable sales area.

A properly designed parts department will help reduce absenteeism, inefficiency, lost sales, loss of inventory and damage to parts. It will increase your profitability, improve employee morale and raise your customer satisfaction index.

—Ron Joffe

#### THE TAMMERMATIC

## LEAN, MEAN CLEANING MACHINES!



*Tammertmatic...the perfect choice for your shop with the steadily increased cost of labor, coupled with its automatic, self-cleaning, winter or later it will save time to install an Automatic Car Wash System.*

*Your efforts at cleaning become easy when you compare the results of washing and drying cars by hand...to the operating cost of one of the SunSet Tammertmatic car wash models.*

**Mean on dirty car inventory.  
Lean on operating costs.**

If you have been considering replacing your present car wash machine or purchasing a new machine—now is the time. Now because SunSet Companies is offering Special Savings on their full line of car and truck wash machines from Tammertmatic.

#### SUMMER "CLEAN-UP" SPECIAL

Receive 10% off the purchase price of the XJ-1 Drive-Thru Model, the Fiesta Model, the Typhoon Model, or the Rainbow Bus/Truck Washer when purchased between now and August 31, 1988. Ask about our Special Offer for NADA members.

**Call or Write Today for More Information**

**1-800-222-3662**

(In Michigan Call 313-867-1988)

**SUNSET COMPANIES, INC.**

54633 CARLAND AVE. • HIGHLAND PARK, MI 48033

Circle #37 on Reader Service Card

# These Dealers Put Their Trust In Thermo-Guard



"Thermo-Guard products have served us well over the years. Their representative is always responsive to our needs. A good company to deal with."  
**H.J. Loney,**  
General Manager  
Carol Volkswagen-Subaru  
West Palm Beach, FL



"I have been associated with Thermo-Guard since our opening in July 1983. It has been a pleasure dealing with their representative and the entire staff of Thermo-Guard."

**Robert A. Leo,**  
General Sales Manager  
North Palm Beach Honda  
Lake Park, FL

"We have found that the Thermo-Guard process adds additional value to our cars and trucks and we are pleased to offer this additional protection to our customers."

**Mark Packer,**  
General Manager  
Al Packer Ford  
West Palm Beach, FL



**CALL US NOW FOR A MARKETING  
SURVEY OF YOUR DEALERSHIP.**

## Thermo-Guard

PROTECTS YOUR CUSTOMERS IN EVERY STATE

**THERMO-GUARD, INC. • International Headquarters:**

3800 Inventory Boulevard, Ft. Lauderdale, FL 33319

305-735-4700 in Florida • Toll free 800-327-5120 • Telex 701342 THERMO UD

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# #1

Circle #38 on Reader Service Card



## Security that beats the streets

### Nobody beats Black Max.

You can customize a Black Max system to handle any trouble in town. Start with the ultimate MaxShocker™ air device built motion and sharp impact to the vehicle, and an instantly spinning mechanical wheel. Add the Max-Lock™ cross-barred steel hoodlock and Teflon key with over 5,000,000 combinations.

Include an automatic alarm message. Or a remote control. Because Black Max is a step-up system and complete line of components, you can order any or all the changes of the streets. In fact, that's what we call our ultimate system—Black Max Champion.



MaxGuard's support is tough to beat. Over 27 years of experience, better technical support, a growing family of dealers close to you, lifetime parts guarantee and an expanded national advertising program make MaxGuard's Black Max unbeatable.

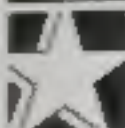
If you want to secure your profits, call MaxGuard today. Toll Free 1-800-323-6601.



**MaxGuard**  
Security That Beats the Streets  
1744 Irving Ave., 3rd Floor, Chicago, IL 60617  
Call 1-800-323-6601

Circle #22 on Reader Service Card

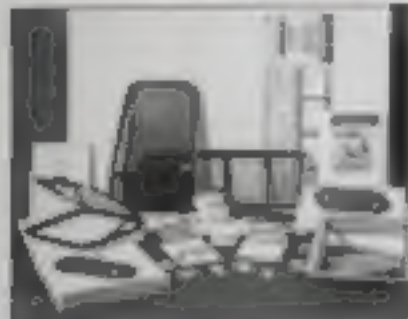
## SHOWCASE



### PACKAGED WINDOWS

Creative Windows offers a window package for trucks, with installation hardware, instructions and interior accessories. The package enables dealers to make custom windows part of their over-the-counter program for vans, trucks and commercial vehicles.

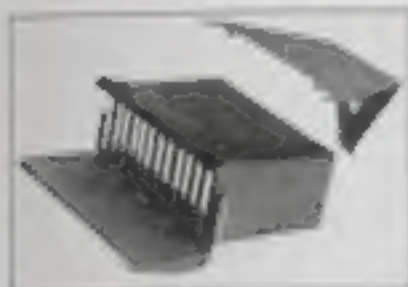
Circle #80 on Reader Service Card



### CASSETTE STORAGE

Purpura Manufacturing Corp. has introduced the Cassette Compac, an illuminated cassette storage system for under cars. This compact model, which organizes and protects up to 12 cassettes, automatically lights up when the door is opened. High-visibility identification labels make it easy to find the desired cassette, and leaf-spring suspension provides simple, two-finger selection. The system mounts under the dashboard and can be installed in 15 minutes.

Circle #86 on Reader Service Card



### MULTI-FACETED LIFT

New from Dover Corp.'s Rotary Lift Division is the System 5000, which allows the shop owner to use a key 100 percent of the time because of the wide variety of service functions it can perform, the manufacturer says. Jobs that can be done include complete tire service, transmission service, oil and lube jobs, and strut and CV joint services. Included in the package are either an in-ground or above-ground lift, heavy-duty runways, leveling radius gauges, a four-wheel alignment system, two rolling bridges and two rear slip plates.

Circle #82 on Reader Service Card



### POLISHING MACHINE

ECF Inc. offers the Armor Polishing Machine, which applies paint protection to a vehicle in 15 minutes. Auto Armor furnishes the polishing machine. Auto Armor point contact, free maintenance, sales training and all training aids.

Circle #83 on Reader Service Card

Information and photographs of products listed in Showcase have been provided by manufacturers. Price remains a product's responsibility in this column or an hour earlier an advertisement to offer \$1000. No \$1000 Service Card or Subsequent Payment.

### HIGH-INTENSITY LAMPS

Bella offers a new series of durable auxiliary high-intensity halogen lamps for all vehicles. The series includes spot, fog and flood lamps, available with 55- and 100-watt bulbs. All lamps feature a computer-designed lens and a choice of chrome or black housing and five- or six-inch sizes. They have a replaceable bulb, shock absorbing swivel mounting bracket, stainless cable sheath and lens cover.

Circle #84 on Reader Service Card



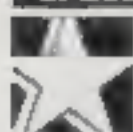
### SLIDING SUNROOF

Skytel, the sliding sunroof from Dura-vent, has all aluminum one-piece construction, low-profile tracks and a dual seal system, ensuring leak-proof performance. Its tempered glass panel is mirrored and smoked, and is available with a ceramic screening to eliminate further heat and glare. The panel slides open with easy one-hand operation, according to the manufacturer.

Circle #81 on Reader Service Card







## Car Wash

### ROLLOVER WASH

Slant Brush Systems says its RRS Roll-over Vehicle Wash delivers more total brush coverage by using patented slanted side brushes instead of conventional vertical brushes. Two horizontal-wrap top brushes clean the front and rear of the vehicles. The system needs no electrical or sensing devices to position its brushes, which last up to 400,000 cycles, and the brushes never change their direction of rotation.

Circle #86 on Reader Service Card

### SHAMPOO SPONGE

The Shampoo-wax Sponge, a detachable rolled sponge for retailers, is compressed for easy handling and storage, according to the manufacturer, Shampoo Sponges International BV. The sponge, filled with a shampoo-wax, expands to full size on immersion in water. The packaging allows the use of compact point-of-sale display boxes for the counter and shelf areas.

Circle #87 on Reader Service Card



### PORTABLE CAR WASH

No Brite, from JH Systems Inc., keeps lot cars clean with a reverse osmosis process that purifies the water. It needs no wiping and doesn't leave the film that tap water does, the manufacturer says. The water can be delivered by pickup, an underground pump, trailer or a specially designed transfer trailer.

Circle #85 on Reader Service Card

### TURBO-WASH

Turbo-Wash, a pressure washer that attaches to a garden hose and can be used to clean motor vehicles or any outdoor surface, can be sold over the counter. It holds eight ounces of soap and crines pre-filled from the factory. Turbo-Wash contains a bladder that allows the metering of soap and enhances the flushing effect. It has a telescoping nozzle and three interchangeable tips.

Circle #81 on Reader Service Card



### CLEANING MACHINES

The new line of Turboelectric Jet-Means Cleaning Machines from Stratus Car, was designed and built with the high-volume needs of the dealer in mind, the manufacturer says. The unit wraps around brushes, together with top water and spray detergent, wash all areas of the vehicle, from the wheels to the roof. The Pistis and Typson systems have dryer nozzle and high-volume air flow.

Circle #89 on Reader Service Card

### HOSELESS CAR WASH

Jet's No Mess-Hoseless Car Wash and Protectant from Tiger cleans, shines and protects a car's finish in one step, and can also be used to clean all vehicle interiors, including floor carpeting, according to the manufacturer. It operates on a principle of molecular surface protection through quantitative electro transformation, while working as a gentle all-round cleaner.

Circle #90 on Reader Service Card



### "Prime Power" Mixes Mark

After reading "Prime Power" in the April 1986 issue of *Automotive Executive*, I am compelled to respond to the inaccuracies reflected throughout this article.

The writer, Ted Olson, spent almost an hour interviewing me regarding my company, The Gift Connection. From that interview, he managed not only to misquote my name, but also to incorrectly describe the services we provide to dealers.

Post-sale marketing, as most dealers know, is crucial to customer satisfaction. If properly executed, this results in greater word-of-mouth advertising, more referrals, increased profits and higher CSI. Undoubtedly, many dealers have been misled by companies that offer gimmicks and hype rather than a complete marketing program.

The Gift Connection program was created from years of testing and research. Our formula for success is simple, and we share it here for the benefit of interested dealers.

After the sale, a gift should be hand-delivered to the customer, preferably to his or her office. This spreads the dealership's name and goodwill.

The gift should be a quality item that can be shared by all. In our case, it's a box of imported Danish butter cookies. Included with this gift should be a thank-you note with the dealership's logo or signature. A response card is also a must. This card should be stamped and addressed back to the dealer, asking the customers for comments on their experience, how they heard of the dealership and referrals for new business.

The salesperson should then call the customer 30 days following the sale to find out any customer dissatisfaction. In addition, a follow-up card should be sent to each customer four months after the sale (give to the manufacturer's CSI survey), asking for feedback on the service department.

The final stage of a comprehensive post-sale program is the use of old customers to generate new sales. We have designed a Service Department Sales Lead System in order to satisfy this dealership need.

Proper follow-up can have a tremendous effect on auto sales. In the interest of promoting better customer satisfaction, all of us at The Gift Connection are available to offer advice. We invite dealers to call our toll-free number: 1-800-468-4438.

David Reiss  
The Gift Connection  
Sherman Oaks, CA

# G E R R I N G L U X U R Y V A N S

The 1986 Gering's of have received from Gering with a year's driving history. The car is in excellent condition and is a great value for the money. The Gering's are always there for you.

The Gering's are a line of beautiful automobiles. The first choice of line and model is yours. The interior is custom designed to conform to your needs and the other year around and is a great value for the money.

By continually building on proven design, Gering's are more than a custom car—they create a classic.



Circle #92 on Reader Service Card

TECH TRANS.

ACHIEVEMENTS IN AUTOMOTIVE ARTISTRY





• ANALYTICAL EQUIPMENT • ROTUNDA TACHOMETER • AIR CONDITIONING CHARGING EQUIPMENT • SERVICE WRITE-UP DEVICES • METRIC SOCKET SETS • VIBRATORS • STOCKS • CUTTER BITS • CAR AND TRUCK WAXES • CONVEYERS AND OIL COOLER CLEANERS • BUSINESS EQUIPMENT • AIRLESS UNDERCOAT SPRAYERS • COMPUTERIZED ENGINE ANALYZERS • HOOD JACKS • TIME RECORDERS • HEADLIGHT AIMING KIT • BURNISH RETULING TANKS • VALVE GUIDE SEWING KITS • INCANDESCENT LIGHTS • CRYSTAL POLISHERS • KIT BAGS • EYE-PROTECTING MASKS • TIRE WAXERS • PAINT SPRAYERS • WAX POLISHING SYSTEMS • SHOP FURNITURE • VACUUM BRANCHING • WAX POLISHERS • PARTS BINS AND STORAGE EQUIPMENT • UNIFORM GALLOPS • MINI LUBE CENTERS • BIG NUT KEY BITS • LOCKERSON STUNT EQUIPMENT • CHARGING/STARTING AND BATTERY CONTROL SYSTEMS • BATTERY CHARGERS • TIMING • ROTUNDA TACHOMETER • DIESEL ENGINE SERVICE TANK AND OIL LINES • HARMONIC JACKS • ENGINE TANKS • MECHANICAL PRESSES • TOOL KITS AND CHECKS • REPAIR KITS • PARTS AND BINS • WASHERS • SOLVENT CHEMICALS AND PAINTS • VACUUMS AND SCRUBBERS • OIL COMPRESSORS • ELECTRONIC PRECISIONS • BODY FRAMES • ...

ATTENTION: Ford and Lincoln-Mercury Dealers



From computerized engine analyzers and alignment equipment ... to collision repair equipment systems ... to hand-held testers—Rotunda has it all. We're a full-line, full-service equipment supplier dedicated to keeping Ford and Lincoln-Mercury dealers at the forefront of profitable vehicle service and customer satisfaction. When you buy Rotunda you get more than equipment. You get products that are evaluated and tested on Ford and Lincoln-Mercury vehicles to assure they're right for your dealership—right for today... and right for tomorrow.

We offer: • Free facility and equipment consultation • A national service network • On-site training and access to supplier training centers • Competitive prices • Comprehensive financing plans • Toll-free telephone hotlines.

At Rotunda, we're proud of the service we have provided to Ford and Lincoln-Mercury dealers for the past 22 years. Moreover, we pledge a dedicated effort to continue to be at the leading edge of service technology and dealership service profitability.